

(BRAZIL)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0 - 6 mg.)	0.1	--	--	--	----	
LOW (6 - 10 mg.)	4.1	5.6	6.4	7.2	9.5	12.7
MEDIUM (10 - 15 mg.)	59.4	54.2	49.0	49.6	50.5	36.9
HIGH/FULL FLAVOR (15 mg and over)	36.4	40.2	44.6	43.2	40.0	50.4
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.7	0.2	0.5	0.1	0.1	--
80 MM to 85 MM	92.0	92.2	91.0	89.1	87.9	87.9
90 MM	0.1	0.1	0.6	0.8	0.8	0.8
100 MM	7.3	7.6	8.5	10.8	11.2	11.3
OVER 100 MM	--	--	--	--	--	--
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	91.7	90.7	90.7	88.8	88.3	87.0
FLIP TOP BOX	8.3	9.3	9.3	11.2	11.7	13.0
PRINCESS PACK	--	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	3	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	3	3

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LATIN AMERICA 10

(BRAZIL)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	177.1	180.9	184.8	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	177.6	181.4	185.3	N/A	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	7,600.0	22,000.0	N/A	N/A	N/A	N.A

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LATIN AMERICA 11

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	8.5	8.8	9.4	10.0	10.3	10.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.0	12.5	12.7	12.9	13.1
PER CAPITA CONSUMPTION	708	733	752	787	798	794
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	--	--	--	--
% OF FEMALE POPULATION	--	--	--	--	--	--
% OF MALE POPULATION	--	--	--	--	--	--
COMPANY SHARES						
1) PHILIP MORRIS (MANUF. FACIL)	3.5	3.3	3.1	2.8	2.8	2.2
2) BAT (C.C.T.)	95.3	95.8	96.6	97.0	97.2	97.8
3) RJR (COSUR)	1.2	0.9	0.3	0.2	--	--

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LATIN AMERICA 12

(CHILE)

1986 1987 1988 1989 1990 1991

BRAND FAMILY SHARES %

	BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
1)ADVANCE	BAT	C.G.T.		21.3	24.4	23.2	21.3	20.6	20.1
2)DERBY	BAT	C.C.T.		26.4	23.2	23.5	21.8	19.5	17.9
3)BELMONT	BAT	C.C.T.		9.3	9.9	9.4	9.7	12.5	14.1
4)LIFE	BAT	C.C.T.		2.9	1.7	0.9	3.8	8.4	13.8
5)HILTON	BAT	C.C.T.		8.1	8.6	9.0	10.6	9.8	9.6
6)VICEROY	BAT	C.C.T.		6.8	8.3	10.1	8.3	9.2	7.2
7)LUCKY STRIKE	BAT	C.C.T.		2.2	2.0	2.5	2.7	3.6	3.6
8)RECORD	BAT	C.C.T.		7.6	6.1	8.3	7.5	4.0	3.5
9)KENT	BAT	C.C.T.		3.9	5.2	5.2	4.6	4.4	3.5
10)PALL MALL	BAT	C.C.T.		1.3	2.0	1.9	3.5	3.8	3.2
11)WINDSOR	BAT	C.C.T.		1.4	1.1	1.0	1.1	1.0	0.8
12)BOND	PM	F.A.C.I.L.		1.1	0.8	0.8	0.8	0.8	0.7
13)MARLBORO	PM	F.A.C.I.L.		---	0.2	0.4	0.6	0.7	0.5
14)CHESTERFIELD	PM	F.A.C.I.L.		0.9	0.7	0.6	0.5	0.6	0.5
15)TURBO	FACIL	F.A.C.I.L.		0.7	1.1	0.9	0.6	0.5	0.3
16)CASSINO	BAT	C.C.T.		2.1	1.4	0.4	0.2	0.2	0.2
OTHERS				4.0	2.3	1.9	2.4	0.4	0.5

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	98.3	98.7	99.0	99.0	99.3	99.2
FILTER MENTHOL	0.4	0.4	--	0.1	--	0.1
NON-FILTER	1.3	0.9	1.0	0.9	0.7	0.7

PRICE SEGMENTATION %

PREMIUM (IMPORTED CIGS.)	\$1.05-9.40	9.4	\$1.09-9.5	\$1.00-4.8	\$1.28-4.33	\$1.38-3.8
HIGH	.85-29.0	18.7	.97-7.3	.81-21.2	1.10-21.25	1.21-7.34
MEDIUM	.70-11.0	25.4	.84-38.5	.79-49	.89-50.50	1.07-24.86
MEDIUM/LOW	.56-42.0	39.0	.68-33.4	.56-7.64	.68-11.74	.85-39.24
LOW	.48-9.0	7.6	.50-11.3	.35-17.3	.56-12.18	.59-24.65

TOBACCO TYPE SEGMENTATION %

BLOND: VIRGINIA	--	--	--	--	--	--
-----------------	----	----	----	----	----	----

PACK TYPE SEGMENTATION %

SOFT PACK	97.5	97.3	96.4	96.0	93.4	94.0
FLIP TOP BOX	2.5	2.7	3.6	4.0	6.6	6.0

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LATIN AMERICA 13

(CHILE)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1986	1987	1988	1989	1990	1991
<i>TOTAL CIGARETTE CONSUMPTION (MILLIONS)</i>	19,972	18,100	17,002	16,550	16,500	16,100
<i>POPULATION TOTAL (MILLIONS)</i>	28.3	28.9	30.0	30.5	31.0	31.6
<i>PER CAPITA CONSUMPTION</i>	706	626	567	543	532	510
<i>COMPANY SHARES</i>						
1)CIA. COLOMBIANA DE TABACO (COL)	67.5	68.0	68.3	68.8	65.7	63.2
2)PROTABACO S.A. (PRO)	31.5	32.0	31.7	31.2	34.3	36.8

LATIN AMERICA 15

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(COLOMBIA)

1986 1987 1988 1989 1990 1991

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) ROYAL	COL	COL	12.6	15.4	14.8	16.5	20.1	23.6
2) PRESIDENT	PRO	PRO	17.6	18.3	18.2	17.0	20.5	22.2
3) MUSTANG	PRO	PRO	17.8	13.7	13.5	14.2	13.8	14.6
4) IMPERIAL SP	COL	COL	15.2	13.0	15.1	16.1	14.1	12.5
5) PIELROJA REG	COL	COL	19.7	17.5	15.6	14.0	13.7	11.8
6) DERBY	COL	COL	15.9	13.2	13.5	12.7	12.4	11.1
7) CAMPEON	COL	COL	--	1.5	0.7	2.0	2.2	2.5
8) HIDALGOS	COL	COL	2.7	2.9	2.3	2.3	1.2	0.8
9) PIELROJA F.	COL	COL	5.2	2.2	1.9	2.0	0.8	0.6
10) MONTECARLO FIL	PRO	PRO	1.1	1.0	0.7	0.7	0.2	0.1
11) NACIONAL FIL	NAL	COL	1.1	1.3	0.9	0.5	0.4	0.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	87.7	82.5	88.4	86.0	86.3	88.2
NON-FILTER	12.3	17.5	15.6	14.0	13.7	11.8

PRICE SEGMENTATION

PREMIUM (US 0.85 AND UP)	--	--	--	--	--	--
HIGH (US 0.55 TO 0.70)	13.6	16.4	15.5	17.2	20.3	23.7
MEDIUM (US 0.40 TO 0.50)	49.7	39.9	42.1	43.0	40.3	38.2
LOW (US 0.29 TO 0.35)	23.8	26.2	25.0	23.8	25.1	26.1
ECONOMY (US 0.20 TO 0.25)	12.3	17.5	15.6	14.0	13.7	11.8

TAR & NICOTINE SEGMENTATION %

LOW (BELOW 15MG)	1.1	1.0	0.7	0.7	0.2	0.1
HIGH/FULL FLAVOR (ABOVE 15MG)	98.9	99.0	99.3	99.3	99.8	99.9

*Less than 0.1%

LATIN AMERICA 16

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(COLOMBIA)

TOBACCO TYPE SEGMENTATION %

	1986	1987	1988	1989	1990	1991
BLOND:	63.6	56.3	57.6	60.2	60.6	61.9
MIXED	17.6	19.8	19.9	19.0	22.7	24.6
BLACK	18.8	23.9	20.7	18.8	16.1	13.2

LENGTH SEGMENTATION %

70 MM AND SHORTER	19.7	17.5	15.6	14.0	13.7	11.8
80 MM TO 85 MM	87.7	82.5	84.4	86.0	86.3	88.2

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK	9.3	7.6	8.4	8.0	7.9	7.7
16 TO 19 CIGTS/PACK	12.3	12.7	11.6	14.0	13.7	11.8
20 CIGTS/PACK	71.0	71.9	76.0	78.0	78.4	80.5

PACK TYPE SEGMENTATION %

SOFT PACK	86.4	83.6	84.5	82.8	79.7	76.3
FLIP TOP BOX	13.6	16.4	15.5	17.2	20.3	23.7

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LATIN AMERICA 17

(COLOMBIA)

1986

1987

1988

1989

1990

1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	(1)	(1)	(1)	(1)	(1)

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(1) WARNING ON T.V. ADVERTISING ONLY.

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LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.2	2.3	2.1	2.0	2.1	2.0
POPULATION TOTAL (MILLIONS)	2.7	2.7	2.8	2.9	3.0	3.2
PER CAPITA CONSUMPTION	815	821	757	696	703	634
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.6	--	--	20.1	--	21.6
% OF FEMALE POPULATION	10.1	--	--	10.2	--	10.9
% OF MALE POPULATION	33.2	--	--	29.5	--	30.6
COMPANY SHARES						
1) REPUBLIC TOBACCO CO.	72.9	72.5	72.5	72.5	71.7	70.2
2) TABACALERA COSTARRICENSE, S.A.	27.1	27.5	27.5	27.5	28.3	29.8

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LATIN AMERICA 19

(COSTA RICA)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)DELTA	B.A.T.	R.T.CO.	50.1	50.7	51.1	53.7	54.5
2)DERBY	B.A.T.	T.C.S.A.	19.1	20.6	20.9	21.6	22.5
3)TICOS	B.A.T.	R.T.CO.	8.0	7.1	6.4	5.7	5.9
4)MARLBORO	P.M.	T.C.S.A.	2.8	3.1	3.3	3.6	4.2
5)REX	B.A.T.	R.T.CO.	4.6	4.5	4.1	3.9	3.8
6)CAPRI	B.A.T.	R.T.CO.	4.8	4.3	3.8	3.4	3.0
7)EMU	B.A.T.	R.T.CO.	0.4	1.6	2.3	1.8	1.5
8)LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	--	0.8
9)KOOL	B.A.T.	R.T.CO.	0.5	0.5	0.6	0.5	0.6
10)VICEROY	B.A.T.	R.T.CO.	0.9	0.9	0.8	0.7	0.6
11)TEMPO	B.A.T.	R.T.CO.	--	--	--	0.7	0.4
12)MONTEREY	B.A.T.	T.C.S.A.	0.9	0.8	0.6	0.5	0.4
13)BELMONT	B.A.T.	R.T.CO.	0.7	0.6	0.5	0.4	0.3
14)SAVOY	B.A.T.	T.C.S.A.	0.4	0.3	0.2	0.2	0.2
15)WEST	REEMSTMA	T.C.S.A.	1.1	0.6	0.4	0.2	0.2
16)ROYAL	B.A.T.	T.C.S.A.	0.4	0.3	0.3	0.2	0.1
17)FORTUNA	B.A.T.	T.C.S.A.	0.3	0.2	0.1	0.1	0.1
18)HILTON	B.A.T.	T.C.S.A.	--	--	0.5	0.3	0.1
19)OTHERS			4.0	2.9	2.4	1.8	0.6
MARKET SEGMENTATION%							
FILTER (NON-MENTHOL)		97.1	97.3	96.7	96.7	97.2	97.1
FILTER MENTHOL		1.4	1.4	2.2	2.3	2.0	2.2
NON-FILTER		1.5	1.3	1.1	1.0	0.8	0.7
PRICE SEGMENTATION %							
PREMIUM A		4.1	--	--	--	--	--
PREMIUM B		6.3	10.2	9.7	9.4	9.6	9.6
HIGH		24.7	26.6	28.0	27.5	28.2	29.3
MEDIUM A		54.0	53.7	53.9	55.7	55.8	55.1
MEDIUM B		9.0	8.2	7.3	6.4	5.6	5.3
LOW		1.9	1.3	1.1	1.0	0.8	0.8

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LATIN AMERICA 20

(COSTA RICA)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLACK						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
MIXED						
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.5	1.3	1.1	1.0	0.8	0.7
80 MM TO 85 MM	98.5	98.7	98.1	98.3	98.8	99.0
95 MM	--	--	--	--	0.4	0.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	76.4	75.0	73.8	73.2	71.4	68.0
FLIP TOP BOX	23.6	25.0	26.2	26.8	28.6	32.0
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.2	97.0	96.5	96.4	96.3	95.6
LOW	2.8	3.0	3.5	3.6	3.7	4.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	3	3	3	3	3
D) MAGAZINES	--	3	3	3	3	3
E) COUPONS	--	2	2	2	2	2
F) POINT OF SALE	--	3	3	3	3	3
G) BILLBOARDS	--	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	3	3	3	3	3

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LATIN AMERICA 21

(COSTA RICA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,057	4,466	4,462	4,570	4,405	4349
POPULATION TOTAL (MILLIONS)	6.1	6.2	6.4	6.5	6.6	6.7
PER CAPITA CONSUMPTION	665	720	697	703	667	649
SMOKER INCIDENCE						
% OF TOTAL POPULATION	18.7	18.2	18.0	18.0	18.0	17.9
% OF FEMALE POPULATION	19.4	19.3	19.0	19.1	19.0	18.9
% OF MALE POPULATION	18.9	18.7	18.5	18.4	18.4	18.3
COMPANY SHARES						
1) <i>E. LEON JIMENES, C. POR A. (PM)</i>	64.2	65.1	69.9	70.7	73.1	74.2
2) <i>COMPANIA ANONIMA TABACALERA</i>	35.8	34.9	30.1	29.3	26.9	25.8
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) MARLBORO	PM	ELJ	44.4	45.1	49.3	51.1
2) NACIONAL	ELJ	ELJ	17.1	16.6	18.3	19.6
3) MONTECARLO	CAT	CAT	26.1	26.4	22.2	19.1
4) CREMAS	CAT	CAT	4.1	3.0	2.7	3.5
5) CASINO	CAT	CAT	2.4	2.0	2.0	2.5

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LATIN AMERICA 23

(DOMINICAN REPUBLIC)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION						
<i> FILTER (NON-MENTHOL)</i>	89.4	89.2	90.8	90.0	90.2	89.8
<i> FILTER MENTHOL</i>	5.0	5.7	6.5	6.5	7.2	7.5
<i> NON-FILTER</i>	5.6	5.1	2.7	3.5	2.6	2.7
PRICE SEGMENTATION						
<i> HIGH US\$0.90 12/82</i>	72.4	74.8	75.0	73.8	69.8	65.7
<i> MEDIUM 0.70 12/82</i>	17.3	16.9	18.3	20.2	26.0	29.8
<i> LOW 0.40 12/82</i>	10.3	8.3	6.7	6.0	4.2	4.5
TAR & NICOTINE SEGMENTATION						
<i> LOW</i>	4.9	6.0	6.5	7.1	7.1	6.9
<i> HIGH/FULL FLAVOR</i>	95.1	94.0	93.5	92.9	92.9	93.1
TOBACCO TYPE SEGMENTATION						
<i> BLOND (AMERICAN)</i>	89.7	91.7	93.3	94.0	95.8	95.5
<i> BLACK</i>	10.3	8.3	6.7	6.0	4.2	4.5
LENGTH SEGMENTATION						
<i> 70 MM AND SHORTER</i>	0.1	0.1	--	--	0.1	--
<i> 80 MM TO 85 MM</i>	99.9	99.9	100.0	100.0	99.9	100.0
PACK COUNT SEGMENTATION						
<i> UP TO 10 CIGTS/PACK</i>	75.7	76.0	74.5	76.0	76.0	76.5
<i> 20 CIGTS/PACK</i>	24.3	24.0	25.5	24.0	24.0	23.5
PACK TYPE SEGMENTATION						
<i> SOFT PACK</i>	86.9	87.0	86.3	85.5	85.5	86.6
<i> FLIP TOP BOX</i>	13.1	13.0	13.7	14.5	14.5	13.4

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LATIN AMERICA 24

(DOMINICAN REPUBLIC)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1986	1987	1988	1989	1990	1991
<i>TOTAL CIGARETTE CONSUMPTION (MILLIONS)</i>	3786	3604	3076	3069	3045	2949
<i>OF WHICH LOCAL MANUFACTURE:</i>	100%	100%	100%	100%	100%	100%
<i>POPULATION TOTAL (MILLIONS)*</i>	9.7	9.9	10.2	10.5	10.8	11.1
<i>PER CAPITA CONSUMPTION</i>	392	363	302	292	282	265
<i>SMOKER INCIDENCE</i>						
<i>% OF TOTAL POPULATION</i>	35.2	34.1	34.0	33.1	33.1	32.4
<i>% OF FEMALE POPULATION</i>	17.7	17.2	17.3	12.0	12.0	13.0
<i>% OF MALE POPULATION</i>	50.0	51.5	51.9	55.5	55.5	52.0
<i>COMPANY SHARES</i>						
1) PROESA	78.9	80.9	81.3	80.1	79.5	79.5
2) EL PROGRESO	21.1	19.1	18.7	19.9	20.5	20.5

*Ref: MARKOP

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LATIN AMERICA 26

(ECUADOR)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) LARK	PMI	TANASA	37.2	39.1	40.1	36.1	35.4	34.6
2) LIDER	PMI	TANASA	27.8	30.1	29.0	31.3	31.8	32.4
3) FULL SPEED	EL PROG.	EL PROGRESO	12.7	11.8	13.1	15.9	17.3	17.7
4) MARLBORO	PMI	TANASA	9.3	8.9	10.4	9.2	9.3	9.8
5) SUPERIOR	PMI	TANASA	1.5	0.8	0.6	3.0	2.7	2.4
6) KING	EL PROG.	EL PROGRESO	1.6	1.5	1.5	1.1	1.1	1.1
7) DORAL	EL PROG.	EL PROGRESO	6.0	4.4	2.9	2.1	1.2	0.8
8) CHESTERFIELD	PMI	TANASA	0.9	0.9	0.5	0.5	0.4	0.4
9) SALEM	RJR	EL PROGRESO	0.6	0.7	0.9	0.8	0.8	0.3
10) TEMPO	EL PROG.	EL PROGRESO	--	0.7	0.4	--	--	--
11) WEST	REEMTSMA	TANASA	0.7	0.7	0.3	--	--	--
12) BARONET	PMI	TANASA	1.0	0.5	0.3	--	--	--
13) MAPLETON	PMI	TANASA	0.4	0.1	0.0	--	--	--
OTHERS			0.3	0.1	0.04	--	--	0.5
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)	REGULAR		14.5	12.6	13.9	14.7	15.7	16.2
FILTER MENTHOL			0.9	0.9	0.9	1.7	0.8	0.8
NON-FILTER			13.0	12.0	12.8	14.2	15.2	20.1
FILTER CHARCOAL			71.6	74.5	72.4	70.4	68.4	62.9
PRICE SEGMENTATION %								
OFFICIAL RATE	449.00	<u>OFFICIAL RATE</u>	0.69	0.49	48.5	49.8	52.0	46.6
FREE RATE	525.00	<u>FREE RATE</u>	0.64	0.45	33.9	35.2	32.3	33.4
PREMIUM			0.59	0.41	2.4	1.2	0.8	--
HIGH			0.46	0.32	1.1	1.2	1.2	1.1
MEDIUM			0.22	0.18	14.1	12.6	13.7	18.9
LOW								
ECONOMY								
OFFICIAL RATE	449.00							
FREE RATE	525.00							
TAR & NICOTINE SEGMENTATION %								
MEDIUM			36.3	37.6	35.0	36.2	36.2	37.2
HIGH/FULL FLAVOR			63.7	62.4	65.0	63.8	63.8	62.8
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			85.9	87.4	86.3	81.1	80.0	79.9
BLACK			14.1	12.6	13.7	18.9	20.0	20.1

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LATIN AMERICA 27

(ECUADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	13.0	12.0	12.2	13.1	15.2	15.1
80 MM to 85 MM	87.0	88.0	87.8	86.9	84.8	84.9
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.4	3.5	3.6	2.5	3.3	3.9
20 CIGTS/PACK	96.4	96.5	96.4	97.5	96.7	96.1
18 CIGTS/PACK	0.2	--	--	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	20.2	17.5	16.94	14.4	18.4	19.0
FLIP TOP BOX	79.8	82.5	83.06	85.6	81.6	81.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	1	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

2657907913

LATIN AMERICA 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,893	1,930	1,876	1,407	1,559	1426
POPULATION TOTAL (MILLIONS)	4.8	4.9	5.2	5.3	5.3	5.4
PER CAPITA CONSUMPTION	394	394	361	265	296	264
SMOKER INCIDENCE						
% of TOTAL POPULATION	22.0	20.2	22.4	20.5	20.4	19.4
% OF FEMALE POPULATION	4.8	3.9	5.6	4.7	4.9	2.4
% of MALE POPULATION	37.5	35.2	37.8	36.5	35.9	36.3
COMPANY SHARES						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	82.4	75.1	78.4	73.7	74.5	72.3
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	17.6	20.9	21.6	26.3	25.5	27.7

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LATIN AMERICA 29

(EL SALVADOR)			1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DELTA	B.A.T	MORAZAN	58.9	57.8	57.4	57.3	58.6	57.6
2)DIPLOMAT	P.M.I.	TASASA	8.3	10.8	12.3	15.6	14.8	17.1
3)CASINO	B.A.T.	MORAZAN	13.1	10.6	10.0	8.3	7.2	6.8
4)MARLBORO	P.M.I.	TASASA	4.8	4.9	4.8	6.0	6.0	6.1
5)BARONET	P.M.I.	TASASA	3.8	4.5	4.0	3.7	2.5	2.3
6)REX	B.A.T.	MORAZAN	4.1	4.0	3.9	2.8	2.5	2.1
7)YORK	B.A.T.	MORAZAN	1.1	1.9	3.6	2.7	1.8	1.8
8)L&M KS	P.M.I.	TASASA	--	--	--	--	0.4	1.7
9)IMPERIAL	B.A.T.	MORAZAN	--	--	--	--	1.9	1.2
10)WINDSOR	B.A.T.	MORAZAN	2.3	2.3	2.0	1.5	1.3	1.2
11)LUCKY STRIKE	B.A.T.		--	--	--	--	--	0.8
12)MASTER	P.M.I.	TASASA	--	--	--	--	1.2	0.5
13)VICEROY	B.A.T.	MORAZAN	0.7	0.7	0.5	0.5	0.5	0.4
14)KOOL	B.A.T.	MORAZAN	--	--	--	--	0.3	0.2
15)POLAR	B.A.T.	MORAZAN	1.7	1.4	0.8	0.4	0.3	0.2
16)LIDER	P.M.I.	TASASA	--	--	--	0.8	0.5	0.0
17)CARIBE	P.M.I.	TASASA	0.4	0.3	0.3	0.3	0.1	0.0
18)FIESTA	B.A.T.	MORAZAN	0.2	0.1	0.1	0.1	0.1	0.0
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			94.8	92.6	91.8	90.6	91.3	90.4
FILTER MENTHOL			5.1	7.3	7.9	9.4	8.7	9.6
NON-FILTER			0.1	0.1	0.0	0.0	0.0	0.0
TAR & NICOTINE SEGMENTATION%								
HIGH/FULL FLAVOR			95.2	95.4	96.1	96.2	96.8	97.0
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			100	100	100	100	100	100

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LATIN AMERICA 30

(EL SALVADOR)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.5	0.4	0.4	0.4	0.2	0.0
80 MM TO 85 MM	89.6	86.3	83.0	74.8	76.5	73.1
100 MM	9.9	13.3	16.6	24.8	23.8	26.9
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	95.8	95.5	95.8	94.5	93.5	91.5
FLIP TOP BOX	4.2	4.5	4.2	5.5	6.5	8.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 31

(EL SALVADOR)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2657907917

LATIN AMERICA 32

NAME OF MARKET:	PHILIP MORRIS INTERNATIONAL FACT BOOK									
	TOTAL CIGARETTE CONSUMPTION (MILLIONS)									
COMPANY SHARES	POPULATION TOTAL (MILLIONS)									
	1986	1987	1988	1989	1990	1991	1,778	1,804	1,998	1,933
1) RUBIOS	PMI	TACASA	39.5	41.4	43.0	41.2	43.1	46.5	17.0	17.0
2) CASINO	BAT	TNSA	18.8	17.4	16.1	17.9	17.0	17.0	18.0	18.9
3) BELMONT	BAT	TNSA	18.0	17.4	16.1	17.9	17.0	17.0	18.0	18.9
4) MONTANA	BAT	TNSA	--	--	--	--	--	--	18.0	18.9
5) MARLBORO	PMI	TACASA	2.3	2.8	3.2	3.6	3.4	3.9	3.2	3.9
6) IMPERIAL	BAT	TNSA	--	--	--	1.2	7.9	2.1	2.1	1.4
7) PAVOS	BAT	TNSA	2.8	2.4	2.1	2.1	2.1	1.0	1.0	1.0
8) DIPLOMAT	PMI	TACASA	1.3	1.4	1.8	1.9	1.5	1.5	1.5	1.4
9) RECORD	BAT	TNSA	5.2	4.2	3.5	3.1	2.3	1.0	1.0	1.0
10) HILLTON	BAT	TNSA	6.0	5.0	3.9	3.3	2.1	1.0	1.0	1.0
11) DEBRY	PMI	TACASA	1.3	1.4	1.8	2.1	2.1	1.0	1.0	1.0
12) VIGEROY	BAT	TNSA	5.2	4.2	3.5	3.1	2.1	1.0	1.0	1.0
13) PLAZA	BAT	TNSA	0.6	0.5	0.5	0.5	0.3	0.3	0.3	0.3
14) WEST	REEMTSMA	TACASA	2.1	1.6	1.4	1.1	0.6	0.3	0.3	0.3
15) VICTOR	BAT	TNSA	0.1	--	--	--	--	--	--	--
16) CLUB	PMI	TACASA	--	--	--	--	--	--	--	--
17) ALAS	BAT	TNSA	0.3	0.3	0.2	0.2	--	--	--	--
OTHERS	BAT	TNSA	3.0	4.1	0.9	0.8	2.1	0.6	0.6	0.6
MARKET SEGMENTATION & FILTER (NON-MENTHOL)	NON-FILTER		88.5	88.0	86.7	84.9	87.0	86.4	11.5	11.4

(GUATEMALA)		1986	1987	1988	1989	1990	1991
PRICE SEGMENTATION % *							
HIGH	\$0.90	2.8	3.3	3.8	4.1	3.7	4.2
MED-HIGH	0.68	24.2	23.2	24.3	24.4	18.1	13.8
MEDIUM	0.59	56.8	57.7	58.6	59.9	67.9	72.8
MED-LOW	0.48	13.4	13.4	11.2	9.5	8.2	7.1
LOW	0.36	2.8	2.4	2.1	2.1	2.1	2.1
TAR & NICOTINE SEGMENTATION %							
LOW		2.3	2.5	2.8	3.2	2.6	3.3
HIGH/FULL FLAVOR		97.7	97.5	97.2	96.8	97.4	96.7
TOBACCO TYPE SEGMENTATION %							
BLACK		2.8	2.4	2.1	2.1	2.1	2.1
BLOND		97.2	97.6	97.9	97.9	97.9	97.9
LENGTH SEGMENTATION %							
70 MM AND SHORTER		16.4	16.0	13.5	11.7	10.4	9.3
80 MM to 85 MM		76.3	74.9	77.8	80.4	84.0	87.3
90 MM TO 99 MM		6.0	7.7	6.9	6.0	4.1	2.1
OVER 100 MM		1.3	1.4	1.8	1.9	1.5	1.3
PACK COUNT SEGMENTATION %							
20 CIGTS/PACK		100%	100%	100%	100%	95.1	82.1
10 CIGTS/PACK		--	--	--	--	4.9	17.9
PACK TYPE SEGMENTATION %							
SOFT PACK		96.5	96.3	94.5	94.7	95.4	95.2
FLIP TOP BOX		3.5	3.7	5.5	5.3	4.6	4.8

*PRICE PER 20'S PACK IN U.S. DOLLARS.

2657907919

LATIN AMERICA 34

(GUATEMALA)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2657907920

LATIN AMERICA 35

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION(BILLIONS)	46.3	50.6	46.4	51.3	52.5	51.6
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	80.0	81.9	83.3	84.6	81.2	82.1
PER CAPITA CONSUMPTION	579	618	557	606	646	629
<i>SMOKER INCIDENCE</i>						
% OF TOTAL POPULATION (16%)	34.5	38.0	36.9	35.6	36.2	32.9
% OF FEMALE POPULATION	10.0	11.0	11.0	11.0	11.0	10.0
% OF MALE POPULATION	27.0	31.0	31.0	29.0	30.0	28.0
<i>COMPANY SHARES</i>						
1) MODERNA	60.9	60.1	59.6	59.1	58.0	57.2
2) CIGATAM	39.1	39.9	40.4	40.9	42.0	42.8

2657907921

LATIN AMERICA 36

(MEXICO)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO	PM	CIGATAM	16.5	14.7	16.0	20.5	24.7
2) RALEIGH	MODERNA	MODERNA	24.2	21.4	21.1	23.0	24.7
3) FIESTA	MODERNA	MODERNA	18.9	15.4	13.6	12.8	11.7
4) MONTANA	MODERNA	MODERNA	2.0	5.7	8.0	8.9	8.5
5) DELICADOS	CIGATAM	CIGATAM	8.6	10.1	9.9	8.4	7.2
6) ALAS	MODERNA	MODERNA	6.6	7.6	7.4	6.1	5.4
7) FAROS	CIGATAM	CIGATAM	4.0	5.4	5.7	4.4	3.8
8) VICEROY	MODERNA	MODERNA	2.5	2.0	1.9	1.8	1.9
10) BENSON&HEDGES	PM	CIGATAM	1.2	1.1	1.4	2.0	2.2
11) BARONET	CIGATAM	CIGATAM	5.8	4.5	3.1	2.9	2.4
12) DEL PRADO	MODERNA	MODERNA	1.9	1.7	1.6	1.2	0.9
13) GRATOS	MODERNA	MODERNA	-	-	0.9	1.0	0.9
14) SALEM	RJR	MODERNA	0.2	0.4	0.5	0.6	0.8
15) KENT	MODERNA	MODERNA	-	-	0.9	0.9	1.0
16) DALTON	CIGATAM	CIGATAM	-	1.7	2.8	1.5	0.8
17) ARGENTINOS	MODERNA	MODERNA	1.0	1.0	0.9	0.7	0.6
18) BOHEMIOS	MODERNA	MODERNA	-	1.2	0.9	0.4	0.3
OTHERS			5.5	5.2	3.4	2.9	2.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		76.1	70.0	71.4	75.0	77.9	79.3
FILTER MENTHOL		1.0	1.1	1.3	1.6	1.9	2.0
NON-FILTER		22.1	28.0	26.2	22.3	19.1	17.6
NON FILTER MENTHOL		0.8	0.9	1.1	1.1	1.1	1.1
PRICE SEGMENTATION %							
HIGH		48.6	42.3	42.8	49.9	56.1	57.5
MEDIUM		29.4	29.8	29.9	27.8	24.9	23.8
LOW		22.0	27.9	27.3	22.3	19.0	18.7

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LATIN AMERICA 37

(MEXICO)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12mg. tar)	3.6	3.2	3.4	4.0	5.0	6.0
MEDIUM (13.0 - 15mg. tar)	6.9	7.1	6.5	4.4	3.4	2.6
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	89.5	89.7	90.1	91.6	91.6	91.4
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	47.2	41.0	42.3	49.9	55.9	57.5
MIXED	29.4	30.3	30.0	27.7	25.0	23.7
BLACK	23.4	28.7	27.7	22.4	19.1	18.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	31.9	30.8	29.5	29.7	30.5	29.0
71 MM TO 79 MM	14.8	18.8	19.5	15.8	13.3	13.6
80 MM to 85 MM	52.0	49.3	49.6	52.8	54.2	55.1
100MM	1.3	1.1	1.4	1.7	2.0	2.3
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	4.0	7.1	8.1	5.9	4.5	4.2
16 TO 19 CIGTS/PACK	10.8	14.6	14.3	11.2	9.6	9.6
20 CIGTS/PACK	85.2	78.3	77.6	82.9	85.9	86.2
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	17.1	23.0	26.6	29.7	31.8	32.9
SOFT PACK	82.9	77.0	73.4	70.3	68.2	67.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 38

(MEXICO)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

		1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		832.1	809.7	671.4	618.4	775.2	746.1
POPULATION TOTAL (MILLIONS)		2,093	2,146	2,199	2,254	2,315	2,373
PER CAPITA CONSUMPTION		398	377	305	274	335	314
SMOKER INCIDENCE							
% OF TOTAL POPULATION		27	NA	NA	NA	19	NA
% OF FEMALE POPULATION		24	NA	NA	NA	7	NA
% OF MALE POPULATION		76	NA	NA	NA	32	NA
COMPANY SHARES							
1) TISA (BAT)		59.8	60.4	60.4	63.5	64.1	64.5
2) TABACAL (PMI)		40.2	39.6	39.6	36.5	35.9	35.5
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) VICEROY	BAT	TISA	33.1	33.8	32.9	32.7	31.8
2) MARLBORO	PMI	TABACAL	21.1	21.6	21.4	19.3	20.1
3) KOOL	BAT	TISA	13.0	13.1	13.0	13.7	14.6
4) LUCKY STRIKE	BAT	TISA	1.3	1.8	3.0	5.0	7.2
5) MENTOLADOS	TABACAL	TABACAL	8.3	8.1	8.5	8.4	7.5
6) RECORD	BAT	TISA	3.8	3.9	4.2	4.7	3.9
7) L&M	PMI	TABACAL	-	-	-	-	0.7
8) IMPERIAL	BAT	TISA	3.1	3.0	3.1	3.3	3.0
9) BELMONT	BAT	TISA	4.4	4.0	3.7	3.6	2.6
10) WEST	REEMTSMA	TABACAL	3.5	3.7	3.6	3.5	3.1
11) MERIT	PMI	TABACAL	1.9	1.9	2.0	1.8	1.6
12) MONTEREY	TABACAL	TABACAL	1.9	1.6	1.5	1.3	1.1
13) NACIONAL	TABACAL	TABACAL	1.0	0.8	0.8	0.6	0.6
14) PARLIAMENT	PMI	TABACAL	0.7	0.6	0.6	0.5	0.4
OTHERS			4.2	3.9	4.7	6.6	1.8
							0.8

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LATIN AMERICA 40

(PANAMA)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
<i>FILTER (NON-MENTHOL)</i>	75.2	75.4	74.8	74.1	74.8	74.5
<i>FILTER MENTHOL</i>	24.8	24.6	25.2	25.9	25.2	25.5
<i>PLAIN</i>	--	--	--	--	--	--
PRICE SEGMENTATION %						
<i>PREMIUM</i>	--	0.2	0.2	0.2	0.2	0.2
<i>HIGH</i>	71.3	71.6	70.3	68.4	68.7	67.6
<i>MEDIUM</i>	13.7	13.0	13.0	12.7	10.7	9.9
<i>LOW</i>	15.0	15.2	16.5	18.7	20.4	22.3
TAR & NICOTINE SEGMENTATION %						
<i>LOW</i> (8.0-11.5mg. tar)	3.0	3.6	4.2	4.3	4.4	4.9
<i>HIGH/FULL FLAVOR</i> (15.0-17.0mg. tar)	97.0	96.4	95.8	95.7	95.6	95.1
TOBACCO TYPE SEGMENTATION %						
<i>BLOND: AMERICAN</i>	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
<i>80 mm to 85 MM</i>	99.8	99.8	99.8	99.8	99.8	99.8
<i>100 MM</i>	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
<i>UP TO 10 CIGTS/PACK</i>	53.6	55.4	57.8	59.7	58.7	59.9
<i>20 CIGTS/PACK</i>	46.4	44.6	42.2	40.3	41.3	40.1
PACK TYPE SEGMENTATION						
<i>SOFT PACK</i>	86.8	86.7	87.0	87.3	83.4	75.9
<i>FLIP TOP BOX</i>	13.2	13.3	13.0	12.7	16.1	24.1

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LATIN AMERICA 41

(PANAMA)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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Source: <https://www.industrydocuments.ucsf.edu/docs/ypgl0000>

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,996	3,301	3,188	3,082.6	2,924	3,010.4
LOCAL MANUFACTURE	2,485	2724	2538	2379	2114	2,102.6
IMPORTED FROM USA	511	577	608	599.6	706	803.5
IMPORTED FROM GUATEMALA	--	--	42	104	104	104.3
POPULATION TOTAL (MILLIONS)	3.2	3.3	3.3	3.3	3.3	3.5
PER CAPITA CONSUMPTION	936	1000	966	934	885	860
SMOKER INCIDENCE						
% OF TOTAL POPULATION	22.1	22.1	22.1	N/A	42.5	41.6
% OF FEMALE POPULATION	12.0	12.0	12.0	N/A	39.8	38.8
% OF MALE POPULATION	31.0	31.0	31.0	N/A	45.5	44.6
COMPANY SHARES						
1) RJR	75.8	74.1	79.6	77.2	72.3	69.8
2) P.M.	13.0	12.2	13.1	12.6	16.3	18.8
OTHERS	11.2	13.7	7.3	10.2	11.4	11.4
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) WINSTON	RJR	RJR	62.8	62.6	70.4	68.6
2) MARLBORO	PM	PM	5.5	5.3	6.0	5.8
3) SALEM	RJR	RJR	10.8	9.6	8.5	8.0
4) MERIT	PM	PM	5.4	5.0	5.1	4.9
OTHERS			15.5	17.5	10.0	12.7

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LATIN AMERICA 43

(PUERTO RICO)	1986	1987	1988	1989	1990	1991
MARKET SEGMENTATION %						
<i> FILTER (NON-MENTHOL)</i>	85.0	85.0	85.4	84.6	83.3	83.6
<i> FILTER MENTHOL</i>	14.0	14.0	14.4	15.2	16.5	16.3
<i> NON-FILTER</i>	1.0	1.0	0.2	0.2	0.2	0.1
TAR & NICOTINE SEGMENTATION %						
<i> LOW</i>	13.0	13.0	6.4	6.4	8.0	9.0
<i> FULL FLAVOR</i>	87.0	87.0	93.6	93.6	92.0	91.0
TOBACCO TYPE SEGMENTATION %						
<i> BLOND: AMERICAN</i>	100.0	100.0	100.0	*100.0	100.0	100.0
LENGTH SEGMENTATION %						
<i> 70 MM AND SHORTER</i>	1.0	1.0	1.0	*1.0	0.2	0.1
<i> 80 MM to 85 MM</i>	97.0	97.0	97.0	*97.0	97.2	97.0
<i> 100 MM</i>	2.0	2.0	2.0	*2.0	2.6	2.9
PACK COUNT SEGMENTATION %						
<i> UP TO 10 CIGTS/PACK</i>	14.6	14.4	14.2	*14.2	14.0	16.1
<i> 20 CIGTS/PACK</i>	84.5	84.3	84.2	*84.6	81.1	74.9
<i> 14 CIGTS/PACK</i>	0.5	0.7	0.9	1.2	4.9	9.0
PACK TYPE SEGMENTATION %						
<i> SOFT PACK</i>	23.0	23.0	7.0	7.0	7.0	7.0
<i> FLIP TOP BOX</i>	77.0	77.0	93.0	93.0	93.0	93.0

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LATIN AMERICA 44

(PUERTO RICO)

1986 1987 1988 1989 1990 1991

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,789.2	3,136.9	3,201.8	3,308.3	3,145.1	3,255.5
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	930	1,045	2,067	1,103	1,048	1,085
SMOKER INCIDENCE						
% OF TOTAL POPULATION	33.0	34.0	34.0	34.0	37.0	35.0
% OF FEMALE POPULATION	46.0	49.0	49.0	49.0	14.0	45.0
% OF MALE POPULATION	54.0	51.0	51.0	51.0	23.0	54.0
COMPANY SHARES						
1) MAILHOS GROUP	76.8	77.3	77.3	77.3	76.1	74.8
2) A.H.S.A. - PM	23.2	22.7	22.7	22.7	23.9	25.2

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LATIN AMERICA 46

(URUGUAY)

1986 1987 1988 1989 1990 1991

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1986	1987	1988	1989	1990	1991
1) NEVADA		MAILHOS	34.3	37.7	39.0	39.6	39.0	37.4
2) CORONADO		MAILHOS	16.0	17.3	17.8	17.9	17.2	16.2
3) CASINO 80		AHSA	14.3	13.1	13.0	12.8	13.0	13.4
4) FIESTA LIGHTS		AHSA	1.4	1.7	2.5	3.7	5.0	6.6
5) J&M LIGHTS		MAILHOS	4.1	4.2	4.4	4.6	5.0	5.6
6) CORONADO UL. LIGHTS		MAILHOS	3.1	3.0	3.0	2.9	2.4	2.2
7) MARLBORO		AHSA	--	1.9	1.7	1.7	1.9	2.1
8) CORONADO LIGHTS		MAILHOS	0.3	0.2	0.1	0.5	1.9	2.0
9) J&M		MAILHOS	4.5	3.4	2.6	2.1	1.9	1.8
10) LA PAZ EXTRA		MAILHOS	4.0	3.0	2.5	2.3	2.0	1.7
11) GALAXY		AHSA	2.9	3.4	2.7	2.3	2.0	1.4
12) RICHMOND		MAILHOS	1.4	1.2	1.2	1.1	1.1	1.0
13) NEVADA LIGHTS BOX		MAILHOS	--	--	--	--	--	1.0
14) LA PAZ C/F		MAILHOS	2.0	1.5	1.3	1.2	1.0	0.9
15) RICHMOND LIGHTS		MAILHOS	1.1	0.8	0.8	0.8	0.6	0.7
OTHERS			10.9	5.9	6.0	5.1	7.3	6.0

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.1	95.5	96.2	96.6	96.9	97.3
FILTER MENTHOL	0.1	0.1	0.1	--	0.1	0.1
NON-FILTER	5.8	4.4	3.9	3.4	3.0	2.6

PRICE SEGMENTATION

PREMIUM	2.4	2.0	1.9	1.9	2.0	1.9
HIGH	63.5	68.1	69.2	70.6	71.0	71.2
MEDIUM	27.3	23.4	22.1	21.3	21.3	21.9
LOW	6.8	6.5	6.8	6.2	5.7	5.0

TAR & NICOTINE SEGMENTATION % FTC-TAR

ULTRA LOW	FROM 0 TO 6	0.3	2.0	0.1	--	--
LOW	FROM 6 TO 9	6.4	5.2	5.3	5.2	4.4
MEDIUM	FROM 10 TO 15	21.1	7.9	8.6	44.1	48.6
HIGH/FULL FLAVOR	15 - ABOVE	72.2	84.9	86.0	50.7	47.0

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LATIN AMERICA 47

(URUGUAY)	1986	1987	1988	1989	1990	1991
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	91.4	93.5	94.6	95.1	95.7	96.4
BLACK	8.6	6.5	5.4	4.9	4.3	3.6
LENGTH SEGMENTATION %						
70 MM AND SHORTER	7.2	5.2	4.4	4.0	3.4	2.9
80 MM to 85 MM	90.8	93.2	94.3	94.8	95.6	96.4
100MM	2.0	1.6	1.3	1.2	1.0	0.7
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.9	5.8	5.6	5.4	5.4	5.4
16 TO 19 CIGTS/PACK	6.9	5.1	4.2	3.9	3.3	2.8
20 CIGTS/PACK	85.0	88.9	90.1	90.6	91.2	91.7
21 TO 24 CIGTS/PACK	--	--	--	--	--	--
25 CIGTS/PACK (27 CIGTS/PACK)	0.2	0.2	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.9	97.6	96.7	95.0	91.9	88.4
FLIP TOP BOX	2.1	2.4	3.3	5.0	8.1	11.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 48

(URUGUAY)	1986	1987	1988	1989	1990	1991
<i>HEALTH WARNING & T&N LISTINGS</i>						
<i>ANSWER EITHER: YES OR NO</i>						
<i>WARNING ON:</i>						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
<i>SPECIFIC T&N NUMBERS ON:</i>						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
<i>TAR BAND PRINTED ON:</i>						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
<i>CONSUMPTION OF OTHER TOBACCO PRODUCTS</i>						
<i>ROLL YOUR OWN (THOUSAND KILOS)</i>	680.5	757.3	829.0	856.0	1,047	983.7

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LATIN AMERICA 49

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	17,436	17,380	17,800	17,292	15,862	12,656
POPULATION TOTAL (MILLIONS)	17.8	18.3	18.7	19.2	19.7	18.1
PER CAPITA CONSUMPTION	1,021	951	949	898	804	699
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.2	20.0	20.0	19.0	30.0	25.0
% OF FEMALE POPULATION	43.0	43.0	43.0	43.0	34.0	23.0
% OF MALE POPULATION	57.0	57.0	57.0	57.0	27.0	26.0
COMPANY SHARES						
1) BIGOTT (BAT)	81.3	76.5	76.5	73.0	75.7	76.9
2) CATANA	18.7	23.5	23.5	27.0	24.3	23.1

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Source: <https://www.industrydocuments.ucsf.edu/docs/ypgl0000>

LATIN AMERICA 50

(VENEZUELA)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BELMONT	BIGOTT	BIGOTT	41.0	42.8	47.2	45.7	40.5
2) CONSUL	B.A.T.	BIGOTT	38.3	33.1	31.8	22.9	34.3
3) ASTOR	CATANA	CATANA	11.5	12.1	11.3	13.5	9.4
4) FORTUNA	CATANA	CATANA	--	--	--	10.7	11.0
5) MARLBORO	P. MORRIS	CATANA	1.0	1.6	2.0	2.5	3.7
6) YORK	CATANA	CATANA	2.8	2.0	1.2	1.5	--
7) LIDER	P. MORRIS	CATANA	2.5	2.2	1.3	1.1	--
8) VICEROY	B.A.T.	BIGOTT	0.3	0.5	0.5	0.5	0.5
9) OTHERS			2.6	5.7	4.7	1.6	0.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL		0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER		---	---	---	---	---	---
PRICE SEGMENTATION % (SHARES)							
PREMIUM		1.4	1.4	1.5	3.2	1.5	4.3
HIGH		5.15	59.0	54.1	59.3	43.2	40.7
MEDIUM		47.1	39.6	39.2	26.9	--	--
LOW		---	---	5.2	10.6	55.3	55.0
PRICE SEGMENTATION (US\$ PRICE)							
PREMIUM		.63-61	.59-61	0.45	0.37	0.68	0.76
HIGH		.51	.54	0.40	0.33	0.64	0.71
MEDIUM		---	---	0.35	0.30	--	--
LOW		.43	.45	0.33	0.28	0.58	(55.0)
(BASE Bs/\$)		(11.80)	(13.45)	(20.00)	(30.00)	(53.00)	--

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LATIN AMERICA 51

(VENEZUELA)	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	97.3	95.7	95.9	95.1	95.9	94.8
80 MM to 85 MM	2.5	3.9	3.6	4.4	3.5	4.6
100MM	0.2	0.4	0.5	0.5	0.6	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	99.9	96.9	95.9	94.3	89.3	85.1
10 CIGTS/PACK	0.1	2.9	3.9	5.6	10.7	14.9
14 CIGTS/PACK	--	0.2	0.2	0.1	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	98.3	96.9	96.8	96.0	96.6	95.4
FLIP TOP BOX	1.7	3.1	3.2	4.0	3.4	4.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	3/2	3/2	2
B) RADIO	2	2	2	3/2	3/2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1/2	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (Under 10.0mg/cig; Nicotine: under 0 .70mg/cig)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (Under 10.0mg/cig; Nicotine: under 0.70mg/cig)	5.9	7.1	--	--	--	--
HIGH/FULL FLAVOR (Over 10.0mg/cig; Nicotine: over .70mg/cig)	94.0	92.8	99.9	99.9	99.9	99.9

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LATIN AMERICA 52

(VENEZUELA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 53

2057907939

CANADA

CANADA

2657907940

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	55,437	52,419	50,915	47,430	45,710	38,907
POPULATION TOTAL (MILLIONS)	25.6	25.9	26.1	26.2	26.4	26.8
PER CAPITA CONSUMPTION	2,166	2,027	1,951	1,808	1,727	1,453.0
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.0	N/A	N/A	N/A	N/A	N/A
% OF FEMALE POPULATION	29.4	N/A	N/A	N/A	N/A	N/A
% OF MALE POPULATION	34.7	N/A	N/A	N/A	N/A	N/A
COMPANY SHARES						
1) IMPERIAL	51.45	54.6	56.3	58.0	60.3	62.1
2) ROTHMANS/BENSON & HEDGES*	20.69	28.8	27.0	25.1	23.3	22.4
3) MACDONALD	15.85	16.6	16.7	16.9	16.4	15.5
4) ROTHMANS*	20.69	---	---	---	---	---
5) B&H*	11.85	---	---	---	---	---

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

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CANADA 1

(CANADA)		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PLAYERS		IMPERIAL	20.90	23.5	24.9	25.5	26.2
2) DU MAURIER		IMPERIAL	15.66	19.7	20.3	21.6	23.6
3) EXPORT		MACDONALD	11.32	12.9	14.1	14.7	14.6
4) CRAVEN		ROTHMAN	6.90	7.5	6.9	6.4	6.0
5) MATINEE		IMPERIAL	5.07	5.6	5.8	6.1	6.0
6) ROTHMANS		ROTHMAN	6.56	7.0	6.8	6.3	5.9
7) BENSON & HEDGES		B & H	5.99	4.1	3.8	3.6	3.4
8) BELVEDERE		B & H	2.15	2.6	2.6	2.4	2.3
9) NUMBER 7		ROTHMAN	6.38	2.8	2.2	1.9	1.8
10) CAMEO		IMPERIAL	1.70	1.7	1.7	1.6	1.6
11) MARK TEN		B & H	1.50	1.9	1.8	1.7	1.5
12) VISCOUNT		B & H	1.25	1.4	1.3	1.3	1.2
13) PETER JACKSON		IMPERIAL	6.10	2.1	1.8	1.5	1.3
14) VANTAGE		MACDONALD	1.10	1.0	1.1	1.1	0.9
15) MACDONALD		R.J. R.	3.4	2.6	1.4	1.1	0.9
MARKET SEGMENTATION %							
FILTER			98.27	98.4	98.6	98.7	98.8
PLAIN			1.73	1.6	1.4	1.3	1.2
PRICE SEGMENTATION %							
REGULAR			99.1	96.9	81.9	N/A	N/A
*ECONOMY/VALUE			.90	3.1	18.1	N/A	N/A
NO PRICE SEGMENTATION AMONG 4 MAJOR DOMESTIC MANUFACTURES, EXCEPT FOR \$0.10 PER CARTON KING SIZE/REGULAR DIFFERENTIAL, UNTIL 1985 VALUE INITIATIVES.							

*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE 4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

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CANADA 2

(CANADA)	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-5MG)	8.7	N/A	N/A	N/A	N/A	N/A
LOW (6-9MG)	11.7	N/A	N/A	N/A	N/A	N/A
MEDIUM (10-15MG)	58.1	N/A	N/A	N/A	N/A	N/A
HIGH/FULL FLAVOR (15MG+)	21.5	N/A	N/A	N/A	N/A	N/A
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	0.7	0.5	0.7	0.5	0.7	0.3
VIRGINIA	99.3	99.5	99.3	99.5	99.7	99.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	2
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	1	1	1	2
G) BILLBOARDS	3	3	3	3	3	2
H) CINEMA	1	1	1	1	1	2
I) SAMPLING (12 MONTHS ON NEW INTRODUCTION)						

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CANADA 3

(CANADA)	1986	1987	1988	1989	1990	1991
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

ROLL YOUR OWN (THOUSAND KILOS)	7,412.8	N/A	N/A	N/A	N/A	N/A
*CIGARS (MILLIONS)	285.0	261.0	239.0	231.0	190.2	337.7
*PIPE TOBACCO (THOUSAND KILOS)	36.5	N/A	N/A	N/A	N/A	N/A
*CHEWING TOBACCO (THOUSAND KILOS) AND SNUFF (THOUSAND KILOS)						

*(LOCAL PRODUCTION. DOES NOT INCLUDE
IMPORTS WHICH REPRESENT A SUBSTANTIAL
PART OF THE MARKET).

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CANADA 4

USA

2657907945

U.S.A MARKET

2657907946

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1986	1987	1988	1989	1990	1991
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	581,933	570,034	557,803	523,587	521,811	509,217
POPULATION TOTAL (MILLIONS)	240.9	243.1	246.0	248.3	250.4	252.5
PER CAPITA CONSUMPTION	2,416	2,345	2,267	2,109	2,084	2,017
SMOKER INCIDENCE						
% OF TOTAL POPULATION	31.2	30.3	29.0	28.8	29.1	27.7
% OF FEMALE POPULATION	29.2	28.4	27.0	26.9	27.3	26.0
% OF MALE POPULATION	33.4	32.5	31.1	30.8	31.1	29.7
COMPANY SHARES						
1) PHILIP MORRIS	36.9	37.8	39.3	41.9	42.3	43.3
2) R.J. REYNOLDS	32.4	32.5	31.8	28.5	29.6	27.8
3) BROWN & WILLIAMSON	11.7	11.0	10.9	11.4	10.3	11.1
4) LORILLARD	8.1	8.2	8.2	7.9	7.6	7.3
5) AMERICAN BRANDS	7.2	6.9	7.0	7.0	6.8	7.0
6) THE LIGGETT GROUP	3.8	3.5	2.8	3.3	3.4	3.4

SOURCES: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER, CENSUS BUREAU

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USA 1

(U.S.A.)

		1986	1987	1988	1989	1990	1991
BRAND FAMILY SHARES %							
	TRADEMARK OWNERSHIP						
BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	23.1	23.6	24.9	26.4	26.0	25.8
2) WINSTON	R.J. REYNOLDS	11.2	11.1	10.8	9.0	8.8	7.5
3) SALEM	R.J. REYNOLDS	7.8	7.7	7.3	6.2	6.2	5.5
4) NEWPORT	LORILLARD	3.8	4.2	4.4	4.7	4.6	4.7
5) KOOL	BROWN & WILLIAMSON	6.4	6.0	6.0	6.0	4.9	4.6
6) DORAL	R. J. REYNOLDS	2.1	3.0	3.4	3.6	4.3	4.6
7) CAMEL	R.J. REYNOLDS	4.3	4.2	4.3	3.9	4.4	4.0
8) BENSON & HEDGES	PHILIP MORRIS	4.3	4.2	3.9	3.9	3.6	3.2
9) MERIT	PHILIP MORRIS	4.0	3.9	3.8	3.8	3.5	3.1
10) VIRGINIA SLIMS	PHILIP MORRIS	2.9	3.1	3.0	3.2	3.1	2.8
11) CAMBRIDGE	PHILIP MORRIS	0.6	1.1	1.8	2.3	2.5	2.8
12) GENERICS	BROWN & WILLIAMSON	1.8	1.6	1.4	1.1	1.3	2.1
13) VANTAGE	R.J. REYNOLDS	3.2	3.1	3.0	2.5	2.4	2.0
14) GENERICS	PHILIP MORRIS	0.1	0.2	0.3	0.3	0.7	1.9
15) PALL MALL	AMERICAN	3.2	3.1	2.9	2.7	2.2	1.9
16) OTHERS		21.2	19.9	18.8	20.4	21.5	23.5
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)		67.0	67.2	67.8	68.5	69.7	70.4
FILTER MENTHOL		27.5	27.7	27.5	27.1	26.3	25.9
NON-FILTER		5.5	5.1	4.7	4.3	4.0	3.7
PRICE SEGMENTATION %							
HIGH		91.1	89.8	88.9	85.2	80.8	75.0
ECONOMY		8.9	10.2	11.1	14.8	19.2	25.0

*Economy includes all Generic packings (B&W Generics, Liggett Generics, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics, Doral, Pyramid, Bristol, Magna, Sterling, Misty, Bull Durham, Raleigh Extra) and Value Packings (Century, Richland, Players 25's, Malibu, Heritage and Stride).

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USA 2

(USA)

	1986	1987	1988	1989	1990	1991
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)	10.2	10.6	11.2	11.5	12.0	12.5
MEDIUM (7-15 mg. tar)	39.9	39.9	40.1	43.2	40.5	41.5
HIGH/FULL FLAVOR (16+ mgs.)	44.5	44.4	44.0	41.0	44.0	38.5
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN BLEND	100.0	100.0	100.0	100.0	100.0	100.0

*ADJUSTED OFFICIAL LOW TAR MARKET SHARES

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

2657907949

USA 3

(U.S.A.)

	1986	1987	1988	1989	1990	1991
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.4	2.2	2.0	1.8	1.7	1.5
80 mm to 85 MM	57.6	57.2	57.2	57.1	56.8	56.5
100 MM	37.5	38.2	38.4	38.6	39.1	39.8
OVER 100 MM (120's)	2.5	2.4	2.4	2.5	2.3	2.2
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	97.4	97.6	98.2	98.6	98.8	99.1
25 CIGTS/PACK	2.6	2.4	1.8	1.4	1.2	0.9
PACK TYPE SEGMENTATION %						
SOFT PACK	81.3	80.4	78.5	76.8	76.4	74.7
FLIP TOP BOX	18.7	19.6	21.5	23.2	23.6	25.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	**1	**1	**1	**1
H) CINEMA	1	1	1	1	***2	***2
I) SAMPLING	*3	*3	*3	*3	3	3
J) TRANSIT	-	-	-	-	-	+3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.

**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska.

***Not used based on internal policy decision.

+Banned in Boston and San Francisco

(U.S.A.)

1986 1987 1988 1989 1990 1991

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	*NO	*NO
B) CARTONS	NO	NO	NO	NO	*NO	*NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	2,968.1	2,768.4	2,541
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	15,623	13,756	12,506
LITTLE CIGARS	966.6	453.5	1,166
ROLL YOUR OWN (THOUSAND LBS.)	3,386	3,396	3,871
CHEWING TOBACCO (THOUSAND LBS.)	78,794	76,394	74,691
SNUFF (THOUSAND LBS.)	46,688	45,093	47,809
BIDI (MILLIONS)	N/A	N/A	N/A
KRETEK (MILLIONS)	42.558	44,922	41,283

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*BUT ARE USED FOR SOME BRANDS.

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USA 5